

**LASA  
2021**

# **NATIONAL CONGRESS**

15-17 November



Sponsorship and Trade  
**PROSPECTUS**

[WWW.LASACONGRESS.ASN.AU](http://WWW.LASACONGRESS.ASN.AU)



**LASA**  
LEADING AGE SERVICES  
AUSTRALIA  
*The voice of aged care*

# Invitation to Participate

We are delighted to invite your organisation to participate as a valued supporter at our 2021 LASA National Congress. 2021 will see LASA return to hosting a face to face event in Adelaide.

Participating as a sponsor or exhibitor at congress provides an opportunity for your organisation to engage with a large field of influential leaders and decision-makers in the Age Services Industry nationally.

Included in each package is the opportunity to meet with delegates through attendance at the event including networking functions.

LASA appreciates your consideration of support for this event and looks forward to the opportunity to develop a mutually beneficial partnership.

## Research has proven that exhibiting at industry events increases sales leads from attendees

- **70%** value face2face interaction as an important step in the purchasing process
- **82%** have the authority to purchase your products
- **77%** are potential new Customers
- **82%** are interested in the products shown
- **34%** have never been to a trade show before giving you a new audience

## Key Reasons to be involved

- Present your company with an opportunity to meet your target audience
- Enhance your marketing strategy and build brand awareness
- The exclusive opportunity to showcase your latest products and services
- The ability to engage customers with hands on demonstrations and allow potential customers to experience your products for themselves
- Establish new relationships with potential customers and clients
- Benefit from meeting senior management and decision makers in one place

## Previous National Congress registration breakdown

- **24%** CEO/CFO/Board/GM
- **23%** Manager
- **20%** Partner/Director
- **8%** Director of Nursing/Facility Manager
- **7%** Business Development/ Sales Manager
- **2%** Coordinator/Registered Nurse

“The Congress provided a good quality of attendees, great location and very well organised”

“Great to meet a number of delegates who haven’t attended a Congress previously”

“LOVED the app - able to add questions and auto send follow up emails to people we met”

## About LASA

LASA is the national association for age service providers across residential care, home care and retirement living. We represent providers in metropolitan, regional and rural Australia – 54% of our Members are not-for-profit, 38% are for-profit and 8% are public providers.

Our diverse and representative membership makes LASA ‘the voice of aged care’ in Australia. We are dedicated to meeting the needs of our Members by providing:

- a strong and influential voice leading the agenda on issues of national importance
- access to valuable and value-adding information, advice, services and support
- value for money by delivering our services and support efficiently and effectively

Our purpose is to enable high performing, respected and sustainable age services that support older Australians to age well by providing care, support and accommodation with quality, safety and compassion—always.

# SPONSORSHIP PACKAGES

Please find below a list of the sponsorship packages available. Each package includes a wide range of marketing and branding opportunities. We also welcome further discussion in order to best tailor a package to meet your needs.

Package	Number of Opportunities	Page Number	Affiliate Price	Non Affiliate Price
Platinum Sponsor	Exclusive	5	\$33,000	\$36,300
LASA Leaders Dinner Sponsor	Exclusive	6	\$19,800	\$23,100
Networking Drinks Sponsor	Exclusive	7	\$19,800	\$23,100
Welcome Reception Sponsor	Exclusive	8	\$18,700	\$22,000
Gold Sponsor	Multiple	9	\$16,500	\$19,800
Lounge Sponsor	Exclusive	10	\$15,400	\$17,600
Coffee Station Sponsor	Multiple	11	\$14,300	\$16,500
Congress App Sponsor	Exclusive	12	\$14,300	\$16,500
Smoothie Sponsor	Exclusive	13	\$10,450	\$12,100
Recharge Station Sponsor	Exclusive	14	\$14,300	\$16,500
Silver Sponsor	Multiple	15	\$10,450	\$12,100
Dining Hub Sponsor	Exclusive	16	\$9,900	\$11,550
Exhibition Screen Sponsor	Exclusive	17	\$9,900	\$11,500
Keynote Session Sponsor	Multiple	18	\$7,700	\$9,350
Breakfast Sponsor	Multiple	19	\$7,700	\$9,350
Lanyard Sponsor	Exclusive	20	\$7,700	\$9,350
Session Sponsor	Multiple	21	\$5,500	\$6,600
Bronze Sponsor	Multiple	22	\$5,500	\$6,600

## Your Business can apply for financial support to participate!

The LASA National Congress 2021 has been listed on the Schedule of Approved Business Events on [Austrade's website](#). This means eligible businesses can apply for funding under the Business Events Grants Program to cover up to 50% of the costs of participating in LASA National Congress.

Grants from \$5,000 to \$250,000 per entity are available towards the cost of sponsoring or exhibiting including sponsorship packages, exhibition stands, staff attendance, marketing material and more.

For further information or to apply visit [business.gov.au](http://business.gov.au)

Grant applications close at 5pm (AEST) on 30 June 2021 or earlier if funding is exhausted.

## LASA's Social Media Reach



**3,283**

Twitter followers



**9,237**

LinkedIn followers



**4,479**

Facebook followers

Want to know more?  
Contact the LASA Events Team  
**1300 111 636** or [events@lasa.asn.au](mailto:events@lasa.asn.au)

# LASA AFFILIATE OFFERING

Our Affiliate program is a partnership between LASA and businesses that have an interest in the age services industry. Our Affiliates receive a wide range of benefits, tailored to meet your goals and specific business needs. An Affiliate relationship will strengthen and expand your business position and introduce you to an increasing number of client networks, maximising exposure within the age services industry.

Our Affiliates are given many platforms to promote their business to our Members through our regular and well attended events, print and online publications, website and social media channels. Join hundreds of Australian businesses that have already signed up to this outstanding offer, and help contribute to a better ageing future for all Australians.

## Save with Discounts



- Discounts on LASA Events, Conferences and Training
- Discounts and priority purchase for exhibition opportunities across LASA Events
- Discounts on sponsorship packages for LASA events

## Be Seen



- Connect your products and services direct to our Members through our [online Affiliate Directory](#)
- Other opportunities also arise to be included in specialist services directories such as our recent [COVID-19 & Royal Commission directories](#)

## Expand your Reach



- Use of LASA Affiliate logo
- Promotion of your products and services through LASA events, newsletters, Congress programs, publications and the LASA Affiliate Services Directory

## Access Industry News and Information



- Fortnightly eNews subscription
- Fusion magazine subscription
- Upcoming events early notification
- Vital updates on COVID-19 and the Royal Commission into Age Care

## Pricing



- Annual fee of \$1,750 + GST per annum (runs on a financial year)
- Should you wish to join us at this time of the year LASA will waive payable fees for the 2019/2020 year - membership will commence from the date of joining until 30 June 2022.

## LASA Centre for Workforce Development & Innovation



- Opportunity to collaborate with the centre as subject matter experts, corporate partners or sponsors

LASA Affiliates save \$1,000 on Trade Exhibition Booths  
and up to \$3,000 on Sponsorship packages

# PLATINUM SPONSOR

## A Prestigious Opportunity to Gain Maximum Exposure

Claim the spotlight through the Platinum Sponsor Package. Exclusive marketing and branding opportunities ensure your company will be at the forefront of delegate's minds from the moment they register, throughout Congress and in the post event material. A double booth in a premium area will guarantee a strong presence in the exhibition hall further cementing your offering to delegates. Enjoy additional benefits including a five minute sponsor address in a plenary session and a one page editorial in our LASA Fusion Magazine enabling your company to extend your marketing reach to a wider audience.

### Trade Exhibition

A presence in the trade exhibition facilitates direct interaction with existing and potential customers

- Opportunity to showcase your products and services to a large number of potential buyers in the one place.
- Two (2) trade exhibition booths (double booth) located in a premium position
  - Booths include fascia signage, lighting and power (see trade exhibition booth specifications for details)
  - Custom booths must liaise with the contracted exhibition build company prior to the event

### Registration

This sponsorship package enables multiple representatives from your organisation to be present at the Congress to establish new contacts, extend their networks and attend sessions, ensuring they are up to date with the latest developments in the industry.

- Eight (8) Full Congress registrations including attendance at Congress speaking sessions
- Eight (8) Breakfast Session tickets
- Eight (8) Welcome Reception Tickets
- Eight (8) Networking Drinks Tickets
- Four (4) LASA Leaders Dinner Tickets
- Eight (8) Congress Dinner Tickets

### Branding and Marketing

- Acknowledgement as Platinum sponsor by the MC
- Your company logo and URL on LASA Congress website
- Your company logo on relevant Congress collateral
- Recognition of your company on sponsor PowerPoint slides
- Company profile page within Congress app, including logo, bio and hyperlink to your company URL
  - Sponsor to provide wording and to be approved by LASA
- Your company logo on the onsite Congress signage

- Electronic delegate list (subject to Privacy Act Laws) provided pre and post Congress
  - Delegate list is supplied as a PDF document and contains Delegate Name, Position and Organisation
  - Some delegates may have chosen to opt out of appearing on the delegates list

### Package Highlights

- Five (5) minute sponsor address in the plenary room
  - Speaking only visual aids not available for use
- Acknowledged as a sponsor of one (1) concurrent session
- The option to provide a chairperson for your sponsored session
- Exclusivity as the only sponsor acknowledgement and logo on delegate registration emails
- One (1) page advertising in LASA Fusion Magazine
- Your company logo exclusively on all Congress Electronic Direct Mail (EDMs). Distribution list 23,000+
- One (1) logo floor tile located in a prime location within the trade exhibition
- One (1) full page (PDF) advertisement in the Congress brochure
- Two (2) event feed banners within the Congress App
- Two (2) company banners displayed within the plenary session room
- One Social Media Post across all LASA Channels promoting your company as Sponsor

### Exclusive Opportunity

**LASA Affiliate: \$33,000**

**Non Affiliate: \$36,300**

# LASA LEADER'S DINNER SPONSOR

*Your Opportunity to address Industry Leaders*

The connections that your company makes at this event will determine its net-worth! As the LASA Leader's Dinner Sponsor you will receive, exclusive access to key age service industry leaders at an elite networking dinner. With a 5 minute sponsor address this is your time to share your message. The Leader's dinner will be held at a premium destination in Adelaide on Monday 15 November 2021.

## Trade Exhibition

A presence in the trade exhibition facilitates direct interaction with existing and potential customers

- Opportunity to showcase your products and services to a large number of potential buyers in the one place.
- One (1) trade exhibition booth located in a premium position
  - Booth includes fascia signage, lighting and power (see trade exhibition booth specifications for details)

## Registration

This sponsorship package enables representatives from your organisation to be present at the Congress to establish new contacts, extend their networks and attend sessions, ensuring they are up to date with the latest developments in the industry.

- Three (3) Full Congress registrations including attendance at Congress speaking sessions
- Three (3) Welcome Reception Tickets
- Five (5) LASA Leaders Dinner Tickets
- Three (3) Networking Drinks Tickets
- Three (3) Congress Dinner Tickets

## Branding and Marketing

- Acknowledgement as Leaders Dinner sponsor by the MC
- Your company logo and URL on LASA Congress website
- Your company logo on relevant Congress collateral
- Recognition of your company on sponsor PowerPoint slides
- Company profile page within Congress app, including logo, bio and hyperlink to your company URL
  - Sponsor to provide wording and to be approved by LASA

- Your company logo on the onsite signage
- Electronic delegate list (subject to Privacy Act Laws) provided pre and post Congress
  - Delegate list is supplied as a PDF document and contains Delegate Name, Position and Organisation
  - Some delegates may have chosen to opt out of appearing on the delegate list

## Package Highlights

- Five (5) minute sponsor address during LASA Leaders Dinner
- One (1) logo floor tile located in a prime location within the trade exhibition
- One (1) half page (PDF) advertisement in the Congress Brochure
- One (1) company banner displayed within the LASA Leaders Dinner venue.
- One Social Media Post across all LASA Channels promoting your company as Leaders Dinner Sponsor

## Exclusive Opportunity

**LASA Affiliate: \$19,800**

**Non Affiliate: \$23,100**

# NETWORKING DRINKS SPONSOR

Ensures your brand is front and centre at this key networking event

The Networking Drinks offers your company the opportunity to host a key networking event at the Congress. As host of this event, you will be able to address delegates and raise the profile of your company whilst facilitating valuable connections. This sponsorship package includes a five minutes sponsor address during a plenary to further increase your company exposure. The Networking drinks will be held on Monday 15 November from 5:00pm-7:00pm.

## Trade Exhibition

A presence in the trade exhibition facilitates direct interaction with existing and potential customers

- Opportunity to showcase your products and services to a large number of potential buyers in the one place.
- One (1) trade exhibition booth located in a premium position
  - Booth includes fascia signage, lighting and power (see trade exhibition booth specifications for details)

## Registration

This sponsorship package enables representatives from your organisation to be present at the Congress to establish new contacts, extend their networks and attend sessions, ensuring they are up to date with the latest developments in the industry.

- Three (3) Full Congress registrations including attendance at Congress speaking sessions
- Six (6) Networking Drinks Tickets
- Three (3) Congress Dinner Tickets
- Three (3) Welcome Reception tickets

## Branding and Marketing

- Acknowledgement as Networking Drinks sponsor by the Congress MC
- Your company logo and URL on LASA Congress website
- Your company logo on relevant Congress collateral
- Recognition of your company on sponsor PowerPoint slides
- Company profile page within Congress app, including logo, bio and hyperlink to your company URL
  - Sponsor to provide wording and to be approved by LASA

- Your company logo on the onsite Congress signage
- Electronic delegate list (subject to Privacy Act Laws) provided pre and post Congress
  - Delegate list is supplied as a PDF document and contains Delegate Name, Position and Organisation
  - Some delegates may have chosen to opt out of appearing on the delegate list
- Your company logo on the onsite Congress signage

## Package Highlights

- Five (5) minute sponsor address
- One (1) logo floor tile located in a prime location within the trade exhibition
- One (1) quarter page (PDF) advertisement in the Congress Brochure

## Exclusive Opportunity

**LASA Affiliate: \$19,800**

**Non Affiliate: \$23,100**

# WELCOME RECEPTION SPONSOR

Networking, Marketing and Branding -  
this is an opportunity not to miss

The Welcome Reception is the first opportunity for delegates to meet, connect and engage at Congress 2021. Included in this package is a range of marketing opportunities for your brand to be front and centre as you welcome delegates to the event.

## Trade Exhibition

A presence in the trade exhibition facilitates direct interaction with existing and potential customers and the

- Opportunity to showcase your products and services to a large number of potential buyers in the one place.
- One 3x3m trade exhibition booth located in a premium position
  - Booth includes fascia signage, lighting and power (see trade exhibition booth specifications for details)

## Registration

This sponsorship package enables multiple representatives from your organisation to be present at the Congress to establish new contacts, extend their networks and attend sessions, ensuring they are up to date with the latest developments in the industry.

- Three (3) Full Congress registrations including attendance at Congress speaking sessions
- Three (3) Networking Dinner Drinks Tickets
- Three (3) Congress Dinner Tickets
- Six (6) Welcome Reception tickets

## Branding and Marketing

- Acknowledgement as Welcome Reception sponsor by the Congress MC
- Your company logo and URL on LASA Congress website
- Your company logo on relevant Congress collateral
- Recognition of your company on sponsor PowerPoint slides
- Company profile page within Congress app, including logo, bio and hyperlink to your company URL
  - Sponsor to provide wording and to be approved by LASA

- Your company logo on the onsite Congress signage
- Electronic delegate list (subject to Privacy Act Laws) provided pre and post Congress
  - Delegate list is supplied as a PDF document and contains
  - Delegate Name, Position and Organisation
  - Some delegates may have chosen to opt out of appearing on the delegate list.

## Package Highlights

- Five (5) minute sponsor address
- One (1) logo floor tile located in a prime location within the trade exhibition
- One (1) quarter page (PDF) advertisement in the Congress Brochure
- One Social Media Post across all LASA Channels promoting your company as Welcome Reception Sponsor

## Exclusive Opportunity

LASA Affiliate: \$18,700

Non Affiliate: \$22,000



# GOLD SPONSOR

*A great way to be involved in all aspects of the conference*

Embedding your company in all aspects of Congress, the Gold Sponsor package will provide considerable exposure before, during and after the event. With the opportunity to exhibit, chair a concurrent session and promote your organisation through multiple branding platforms, this package will ensure you have maximum interaction with delegates.

## Trade Exhibition

A presence in the trade exhibition facilitates direct interaction with existing and potential customers

- Opportunity to showcase your products and services to a large number of potential buyers in the one place.
- One (1) trade exhibition booth located in a premium position
  - Booths include fascia signage, lighting and power (see trade exhibition booth specifications for details)

## Registration

This sponsorship package enables multiple representatives from your organisation to be present at the Congress to establish new contacts, extend their networks and attend sessions, ensuring they are up to date with the latest developments in the industry.

- Three (3) Full Congress registrations including attendance at Congress speaking sessions
- Three (3) Networking Dinner Drinks Tickets
- Three (3) Congress Dinner Tickets
- Three (3) Welcome Reception tickets

## Branding and Marketing

- Acknowledgement as Gold sponsor by the Congress MC
- Your company logo and URL on LASA Congress website
- Your company logo on relevant Congress collateral
- Recognition of your company on sponsor PowerPoint slides
- Company profile page within Congress app, including logo, bio and hyperlink to your company URL
  - Sponsor to provide wording and to be approved by LASA

- Your company logo on the onsite Congress signage
- Electronic delegate list (subject to Privacy Act Laws) provided pre and post Congress
  - Delegate list is supplied as a PDF document and contains Delegate Name, Position and Organisation
  - Some delegates may have chosen to opt out of appearing on the delegate list

## Package Highlights

- Acknowledgement as sponsor of one (1) concurrent session
- The option to provide a chairperson for your sponsored session
- One (1) logo floor tile located in a prime location within the trade exhibition
- One (1) quarter page (PDF) advertisement in the Congress Brochure
- One Social Media Post across all LASA Channels promoting your company as Gold Sponsor

## Exclusive Opportunity

**LASA Affiliate: \$16,500**

**Non Affiliate: \$19,800**

# LOUNGE SPONSOR

Attract delegates to your space with a branded lounge area providing optimum opportunities for interaction.

This package option is only available to one company so get in quick! A fresh take on an exhibition booth, the lounge areas are located in premium positions within the trade exhibition and is the perfect spot for informal networking whilst providing your company the opportunity to showcase your brand. As a Lounge Sponsor of the LASA Congress 2021 you will be entitled to the following benefits:

## Trade Exhibition

A presence in the trade exhibition facilitates direct interaction with existing and potential customers

- Opportunity to showcase your products and services to a large number of potential buyers in the one place.
- One (1) 6mx6m lounge space located in a premium position
  - not suitable for large product displays

## Registration

This sponsorship package enables a representative from your organisation to be present at the Congress to establish new contacts, extend their networks and attend sessions, ensuring they are up to date with the latest developments in the industry.

- Three (3) Full Congress registrations including attendance at Congress speaking sessions
- Three (3) Networking Dinner Drinks Tickets
- Three (3) Congress Dinner Tickets
- Three (3) Welcome Reception tickets

## Branding and Marketing

- Acknowledgement as Lounge sponsor by the Congress MC
- Your company logo and URL on LASA Congress website
- Your company logo on relevant Congress collateral
- Recognition of your company on sponsor PowerPoint slides
- Company profile page within Congress app, including logo, bio and hyperlink to your company URL
  - Sponsor to provide wording and to be approved by LASA

- Your company logo on the onsite Congress signage
- Electronic delegate list (subject to Privacy Act Laws) provided pre and post Congress
  - Delegate list is supplied as a PDF document and contains Delegate Name, Position and Organisation
  - Some delegates may have chosen to opt out of appearing on the delegate list.

## Package Highlights

- Acknowledgement as sponsor of one (1) concurrent session
- The option to provide a chairperson for your sponsored session
- One (1) logo floor tile located in a prime location within the trade exhibition
- One (1) company branded hanging banner over the Lounge Area

## Exclusive Opportunity

LASA Affiliate: \$15,400

Non Affiliate: \$17,600

# COFFEE STATION SPONSOR

*As delegates enjoy barista made coffee you will enjoy the foot traffic to your branded space and the opportunity to connect with delegates*

Entice delegates to your exhibit with the aroma of freshly made barista coffee. Complimentary coffees will provide the opportunity for you to engage with existing and potential clients throughout the event, leaving delegates with a positive brand awareness experience. This is one of our most popular sponsorship packages.

## Trade Exhibition

A presence in the trade exhibition facilitates direct interaction with existing and potential customers

- Opportunity to showcase your products and services to a large number of potential buyers in the one place.
- One (1) 6mx3m space located in a premium position

## Registration

This sponsorship package enables representatives from your organisation to be present at the Congress to establish new contacts, extend their networks and attend sessions, ensuring they are up to date with the latest developments in the industry.

- Two (2) Full Congress registrations including attendance at Congress speaking sessions
- Two (2) Networking Dinner Drinks Tickets
- Two (2) Congress Dinner Tickets
- Two (2) Welcome Reception tickets

## Branding and Marketing

- Acknowledgement as Coffee Station sponsor by the Congress MC
- Your company logo and URL on LASA Congress website
- Your company logo on relevant Congress collateral
- Recognition of your company on sponsor PowerPoint slides
- Company profile page within Congress app, including logo, bio and hyperlink to your company URL
  - Sponsor to provide wording and to be approved by LASA
- Your company logo on the onsite Congress signage

- Electronic delegate list (subject to Privacy Act Laws) provided pre and post Congress
  - Delegate list is supplied as a PDF document and contains Delegate Name, Position and Organisation
  - Some delegates may have chosen to opt out of appearing on the delegate list

## Package Highlights

- One (1) logo floor tile located in a prime location within the trade exhibition
- A barista for your station at all designated trade exhibition times.
- One (1) company branded hanging banner over the Coffee Station
  - Choose to value add to your package through branded aprons for venue staff (provided by sponsor)
  - branded coffee cups or napkins (at an additional cost)

## Exclusive Opportunity

**LASA Affiliate: \$14,300**

**Non Affiliate: \$16,500**

# CONGRESS APP SPONSOR

*Increase your brand exposure on this digital platform which will be the main source of information for delegates*

A one-stop information source for all Congress related materials, the Congress App allows delegates, speakers, exhibitors and sponsors to interact, book meetings and keep up to date on all Congress content. As the Congress App sponsor, you will increase your exposure and marketing opportunities on a digital platform. This sponsorship will see your logo branded on all App promotional materials and will give your company increased opportunities to reach delegates through their personal devices.

## Trade Exhibition

A presence in the trade exhibition facilitates direct interaction with existing and potential customers

- Opportunity to showcase your products and services to a large number of potential buyers in the one place.
- One (1) 3mx2m Trade exhibition booth located in a premium position
  - Booth includes fascia signage, lighting and power (see trade exhibition booth specifications for details)

## Registration

This sponsorship package enables representatives from your organisation to be present at the Congress to establish new contacts, extend their networks and attend sessions, ensuring they are up to date with the latest developments in the industry.

- Two (2) Full Congress registrations including attendance at Congress speaking sessions
- Two (2) Networking Dinner Drinks Tickets
- Two (2) Congress Dinner Tickets
- Two (2) Welcome Reception tickets

## Branding and Marketing

- Acknowledgement as Congress App sponsor by the Congress MC
- Your company logo and URL on LASA Congress website
- Your company logo on relevant Congress collateral
- Recognition of your company on sponsor PowerPoint slides
- Company profile page within Congress app, including logo, bio and hyperlink to your company URL
  - Sponsor to provide wording and to be approved by LASA

- Your company logo on the onsite Congress signage
- Electronic delegate list (subject to Privacy Act Laws) provided pre and post Congress
  - Delegate list is supplied as a PDF document and contains Delegate Name, Position and Organisation
  - Some delegates may have chosen to opt out of appearing on the delegate list

## Package Highlights

- One (1) logo floor tile located in a prime location within the trade exhibition
- Two (2) event freed banners within the Congress App
- One (1) Push Notification in the Congress App per day

## Exclusive Opportunity

**LASA Affiliate: \$14,300**

**Non Affiliate: \$16,500**

# SMOOTHIE STATION SPONSOR

*Enjoy heightened brand exposure and popularity as delegates line up for a cool, refreshing smoothie at your stand*

Delegates will love the option of a refreshing smoothie during session breaks at this year's National Congress. With the extra foot traffic you will enjoy meeting delegates and creating new connections. Included in this package is a number of marketing and branding opportunities that will put your company at the forefront of delegates minds.

## Trade Exhibition

A presence in the trade exhibition facilitates direct interaction with existing and potential customers

- Opportunity to showcase your products and services to a large number of potential buyers in the one place.
- One (1) 6mx3m Space located in a premium position
  - Area includes fascia signage, lighting and power
  - (see trade exhibition booth specifications for details)

## Registration

This sponsorship package enables representatives from your organisation to be present at the Congress to establish new contacts, extend their networks and attend sessions, ensuring they are up to date with the latest developments in the industry.

- Two (2) Full Congress registrations including attendance at Congress speaking sessions
- Two (2) Networking Dinner Drinks Tickets
- Two (2) Congress Dinner Tickets
- Two (2) Welcome Reception tickets

## Branding and Marketing

- Acknowledgement as Smoothie Station sponsor by the Congress MC
- Your company logo and URL on LASA Congress website
- Your company logo on relevant congress collateral
- Recognition of your company on sponsor PowerPoint slides
- Company profile page within congress app, including logo, bio and hyperlink to your company URL
  - Sponsor to provide wording and to be approved by LASA
- Your company logo on the onsite congress signage

- Electronic delegate list (subject to Privacy Act Laws) provided pre and post congress
  - Delegate list is supplied as a PDF document and contains Delegate Name, Position and Organisation
  - Some delegates may have chosen to opt out of appearing on the delegate list

## Package Highlights

- One (1) logo floor tile located in a prime location within the trade exhibition
- A smoothie staff person for your station at all designated trade exhibition times.
- One (1) company branded hanging banner over the Smoothie Station
  - Choose to value add to your package through branded aprons for venue staff (provided by sponsor)
  - branded cups or napkins (at an additional cost)

## Exclusive Opportunity

**LASA Affiliate: \$10,450**

**Non Affiliate: \$12,100**

# RECHARGE STATION SPONSOR

*This well utilised service is located in a prime position in the trade hall*

Personal devices have become an integral tool in our daily business activities and even more so when delegates are offsite at a Congress. The Recharge Station is a secure and efficient way for attendees to charge their portable devices and will draw delegates to your exhibit throughout the event. In addition your company will have access to a number of branding and marketing opportunities giving you an edge over your competitors.

## Trade Exhibition

- Opportunity to showcase your products and services to a large number of potential buyers in the one place.
- One (1) 6mx3m Space located in a premium position
  - Area includes fascia signage, lighting and power (see trade exhibition booth specifications for details)

## Registration

This sponsorship package enables representatives from your organisation to be present at the Congress to establish new contacts, extend their networks and attend sessions, ensuring they are up to date with the latest developments in the industry.

- Two (2) Full Congress registrations including attendance at Congress speaking sessions
- Two (2) Networking Dinner Drinks Tickets
- Two (2) Congress Dinner Tickets
- Two (2) Welcome Reception tickets

## Branding and Marketing

- Acknowledgement as Recharge Station sponsor by the Congress MC
- Your company logo and URL on LASA Congress website
- Your company logo on relevant Congress collateral
- Recognition of your company on sponsor PowerPoint slides
- Company profile page within Congress app, including logo, bio and hyperlink to your company URL
  - Sponsor to provide wording and to be approved by LASA

- Your company logo on the onsite Congress signage
- Electronic delegate list (subject to Privacy Act Laws) provided pre and post Congress
  - Delegate list is supplied as a PDF document and contains Delegate Name, Position and Organisation
  - Some delegates may have chosen to opt out of appearing on the delegate list

## Package Highlights

- One (1) logo floor tile located in a prime location within the trade exhibition
- One (1) company banded hanging banner over the recharge station
- One (1) branded Portable Recharge Station locker

## Exclusive Opportunity

**LASA Affiliate: \$14,300**

**Non Affiliate: \$16,500**

# SILVER SPONSOR

*This all round package ensures you have a presence in the trade exhibition hall and multiple branding and marketing opportunities*

If you are looking for an opportunity beyond exhibiting taking your involvement to the next level with increased exposure for your company, the Silver Sponsorship package is a perfect way to increase your brand awareness during the event.

## Trade Exhibition

A presence in the trade exhibition facilitates direct interaction with existing and potential customers

- Opportunity to showcase your products and services to a large number of potential buyers in the one place.
- One (1) 3mx3m trade exhibition booth located in a premium position
  - Booth includes fascia signage, lighting and power (see trade exhibition booth specifications for details)

## Registration

This sponsorship package enables representatives from your organisation to be present at the Congress to establish new contacts, extend their networks and attend sessions, ensuring they are up to date with the latest developments in the industry.

- Two (2) Full Congress registrations including attendance at Congress speaking sessions
- Two (2) Networking Dinner Drinks Tickets
- Two (2) Congress Dinner Tickets
- Two (2) Welcome Reception tickets

## Branding and Marketing

- Acknowledgement as Silver sponsor by the Congress MC
- Your company logo and URL on LASA Congress website
- Your company logo on relevant Congress collateral
- Recognition of your company on sponsor PowerPoint slides
- Company profile page within Congress app, including logo, bio and hyperlink to your company URL
  - Sponsor to provide wording and to be approved by LASA

- Your company logo on the onsite Congress signage
- Electronic delegate list (subject to Privacy Act Laws) provided pre and post Congress
  - Delegate list is supplied as a PDF document and contains Delegate Name, Position and Organisation
  - Some delegates may have chosen to opt out of appearing on the delegate list.

## Package Highlights

- Acknowledgement as sponsor of one (1) concurrent session
- The option to provide a chairperson for your sponsored session
- One (1) logo floor tile located in a prime location within the trade exhibition

## Exclusive Opportunity

**LASA Affiliate: \$10,450**

**Non Affiliate: \$12,100**

# DINING HUB SPONSOR

*Host a space for delegates to sit and relax during session breaks*

Delegates appreciate nothing more than the opportunity to rest their feet, enjoy refreshments and relax in the breaks. The Dining Hub will be available for delegates in the trade exhibition area and will provide an excellent opportunity for your brand to reach all delegates. As the exclusive Dining Hub Sponsor of the LASA Congress 2020, you will be entitled to the following benefits:

## Trade Exhibition

A presence in the trade exhibition facilitates direct interaction with existing and potential customers

- Opportunity to showcase your products and services to a large number of potential buyers in the one place.
- One (1) 6mx6m space located in a premium position
  - Area includes fascia signage, lighting and power (see trade exhibition booth specifications for details)

## Registration

This sponsorship package enables representatives from your organisation to be present at the Congress to establish new contacts, extend their networks and attend sessions, ensuring they are up to date with the latest developments in the industry.

- Two (2) Full Congress registrations including attendance at Congress speaking sessions
- Two (2) Networking Dinner Drinks Tickets
- Two (2) Congress Dinner Tickets
- Two (2) Welcome Reception tickets

## Branding and Marketing

- Acknowledgement as Dining Hub sponsor by the Congress MC
- Your company logo and URL on LASA Congress website
- Your company logo on relevant Congress collateral
- Recognition of your company on sponsor PowerPoint slides
- Company profile page within Congress app, including logo, bio and hyperlink to your company URL
  - Sponsor to provide wording and to be approved by LASA

- Your company logo on the onsite Congress signage
- Electronic delegate list (subject to Privacy Act Laws) provided pre and post Congress
  - Delegate list is supplied as a PDF document and contains Delegate Name, Position and Organisation
  - Some delegates may have chosen to opt out of appearing on the delegate list.

## Package Highlights

- One (1) logo floor tile located in a prime location within the trade exhibition
- One (1) Company banded hanging banner over the Dining Hub area

## Multiple Opportunities

**LASA Affiliate: \$9,900**

**Non Affiliate: \$11,550**



# EXHIBITION SCREEN SPONSOR

Showcase your brand with this high exposure marketing opportunity

Be seen from anywhere in the Trade Exhibition! This exclusive package provides excellent brand exposure on the expo screen which brings the plenary sessions to the exhibition hall via live streaming. A high visibility opportunity!

## Registration

This sponsorship package enables a representative from your organisation to be present at the Congress to establish new contacts, extend their networks and attend sessions, ensuring they are up to date with the latest developments in the industry.

- One (1) Full Congress registration including attendance at Congress speaking sessions
- One (1) Networking Dinner Drinks Ticket
- One (1) Congress Dinner Ticket
- One (1) Welcome Reception ticket

## Branding and Marketing

- Acknowledgement as Exhibition Screen sponsor by the Congress MC
- Your company logo and URL on LASA Congress website
- Your company logo on relevant Congress collateral
- Recognition of your company on sponsor PowerPoint slides
- Company profile page within Congress app, including logo, bio and hyperlink to your company URL
  - Sponsor to provide wording and to be approved by LASA
- Your company logo on the onsite Congress signage
- Electronic delegate list (subject to Privacy Act Laws) provided pre and post Congress
  - Delegate list is supplied as a PDF document and contains Delegate Name, Position and Organisation
  - Some delegates may have chosen to opt out of appearing on the delegate list

## Package Highlights

- One (1) logo floor tile located in a prime location within the trade exhibition
- One (1) Company banded hanging banner under the Exhibition Screen located at the front of the Trade Exhibition

## Exclusive Opportunity

LASA Affiliate: \$9,900

Non Affiliate: \$11,550

# KEYNOTE SESSION SPONSOR

*Align your company with a keynote speaker!*

Align your company with one of the keynote speakers on the program as they share their expertise, knowledge and experience on a topic of significant value to delegates within the age services sector. Sponsorship of keynote speakers will entitle your organisation to considerable promotional opportunities and recognition during the designated plenary session.

## Registration

This sponsorship package enables a representative from your organisation to be present at the Congress to establish new contacts, extend their networks and attend sessions, ensuring they are up to date with the latest developments in the industry.

- One (1) Full Congress registration including attendance at Congress speaking sessions
- One (1) Networking Dinner Drinks Ticket
- One (1) Congress Dinner Ticket
- One (1) Welcome Reception ticket

## Branding and Marketing

- Acknowledgement as Keynote Session sponsor by the Congress MC
- Your company logo and URL on LASA Congress website
- Your company logo on relevant Congress collateral
- Recognition of your company on sponsor PowerPoint slides
- Company profile page within Congress app, including logo, bio and hyperlink to your company URL
  - Sponsor to provide wording and to be approved by LASA
- Your company logo on the onsite Congress signage
- Electronic delegate list (subject to Privacy Act Laws) provided pre and post Congress
  - Delegate list is supplied as a PDF document and contains Delegate Name, Position and Organisation
  - Some delegates may have chosen to opt out of appearing on the delegate list

## Multiple Opportunities:

- Five (5) minute sponsor address during chosen session
- One (1) logo floor tile located in a prime location within the trade exhibition

## Multiple Opportunities

**LASA Affiliate: \$7,700**

**Non Affiliate: \$9,350**

# BREAKFAST SPONSOR

*Align your company with a specific topic and target market*

Leave a lasting impression on delegates as the host of the first session of the day. Two breakfast sessions will be held per day. You will have the opportunity to host the delegates in attendance as well as exclusive branding rights of the breakfast session.

## Registration

This sponsorship package enables a representative from your organisation to be present at the Congress to establish new contacts, extend their networks and attend sessions, ensuring they are up to date with the latest developments in the industry.

- One (1) Full Congress registration including attendance at Congress speaking sessions
- One (1) Networking Dinner Drinks Ticket
- One (1) Congress Dinner Ticket
- One (1) Welcome Reception ticket
- Four (4) Breakfast Tickets

## Branding and Marketing

- Acknowledgement as Breakfast sponsor by the Congress MC
- Your company logo and URL on LASA Congress website
- Your company logo on relevant Congress collateral
- Recognition of your company on sponsor PowerPoint slides
- Company profile page within Congress app, including logo, bio and hyperlink to your company URL
  - Sponsor to provide wording and to be approved by LASA
- Your company logo on the onsite Congress signage
- Electronic delegate list (subject to Privacy Act Laws) provided pre and post Congress
  - Delegate list is supplied as a PDF document and contains Delegate Name, Position and Organisation
  - Some delegates may have chosen to opt out of appearing on the delegate list

## Package Highlights

- Five (5) minute sponsor address during breakfast session
- One (1) logo floor tile located in a prime location within the trade exhibition

## Multiple Opportunities

**LASA Affiliate: \$7,700**

**Non Affiliate: \$9,350**

# LANYARD SPONSOR

*This high visibility opportunity features your company logo on each lanyard maximising your brand impact*

Lanyards are worn by every attendee, speaker, delegate and exhibitor at the Congress as their identification to enter the event. This high visibility opportunity features your company logo on each lanyard maximising your brand impact at the event.

## Registration

This sponsorship package enables a representative from your organisation to be present at the Congress to establish new contacts, extend their networks and attend sessions, ensuring they are up to date with the latest developments in the industry.

- One (1) Full Congress registration including attendance at Congress speaking sessions
- One (1) Networking Dinner Drinks Ticket
- One (1) Congress Dinner Ticket
- One (1) Welcome Reception ticket

## Branding and Marketing

- Acknowledgement as Lanyard sponsor by the Congress MC
- Your company logo and URL on LASA Congress website
- Your company logo on relevant Congress collateral
- Recognition of your company on sponsor PowerPoint slides
- Company profile page within Congress app, including logo, bio and hyperlink to your company URL
  - Sponsor to provide wording and to be approved by LASA
- Your company logo on the onsite Congress signage
- Electronic delegate list (subject to Privacy Act Laws) provided pre and post Congress
  - Delegate list is supplied as a PDF document and contains Delegate Name, Position and Organisation
  - Some delegates may have chosen to opt out of appearing on the delegate list

## Package Highlights

- Your company logo prominently displayed on each lanyard
- One (1) logo floor tile located in a prime location within the trade exhibition

## Exclusive Opportunity

**LASA Affiliate: \$7,700**

**Non Affiliate: \$9,350**

# SESSION SPONSOR

*Align your brand with industry expertise through sponsorship of a topical session*

As a Session Sponsor, your company has the opportunity to be associated with a speaker or a detailed discussion on the most pertinent topics within the industry. These sessions ensure delegates will gain greater knowledge and insights whilst giving your company the opportunity to become affiliated with innovative and important concepts.

## Registration

This sponsorship package enables a representative from your organisation to be present at the Congress to establish new contacts, extend their networks and attend sessions, ensuring they are up to date with the latest developments in the industry.

- One (1) Full Congress registration including attendance at Congress speaking sessions
- One (1) Networking Dinner Drinks Ticket
- One (1) Congress Dinner Ticket
- One (1) Welcome Reception ticket

## Branding and Marketing

- Acknowledgement as Session sponsor by the Congress MC
- Your company logo and URL on LASA Congress website
- Your company logo on relevant Congress collateral
- Recognition of your company on sponsor PowerPoint slides
- Company profile page within Congress app, including logo, bio and hyperlink to your company URL
  - Sponsor to provide wording and to be approved by LASA
- Your company logo on the onsite Congress signage
- Electronic delegate list (subject to Privacy Act Laws) provided pre and post Congress
  - Delegate list is supplied as a PDF document and contains Delegate Name, Position and Organisation
  - Some delegates may have chosen to opt out of appearing on the delegate list

## Package Highlights

- Five (5) minute sponsor address during sponsored concurrent session
- One (1) logo floor tile located in a prime location within the trade exhibition

## Multiple Opportunities

**LASA Affiliate: \$5,500**

**Non Affiliate: \$6,600**

# BRONZE SPONSOR

*An entry level package that provides elevated brand exposure*

If you are looking for an opportunity to increase your brand exposure throughout Congress, the Bronze Sponsorship! With multiple branding and marketing inclusions, this package is ideal for those wanting to lift their company profile at the event.

## Registration

This sponsorship package enables a representative from your organisation to be present at the Congress to establish new contacts, extend their networks and attend sessions, ensuring they are up to date with the latest developments in the industry.

- One (1) Full Congress registration including attendance at Congress speaking sessions
- One (1) Networking Dinner Drinks Ticket
- One (1) Congress Dinner Ticket
- One (1) Welcome Reception ticket

## Branding and Marketing

- Acknowledgement as Bronze sponsor by the Congress MC
- Your company logo and URL on LASA Congress website
- Your company logo on relevant Congress collateral
- Recognition of your company on sponsor PowerPoint slides
- Company profile page within Congress app, including logo, bio and hyperlink to your company URL
- Sponsor to provide wording and to be approved by LASA
- Your company logo on the onsite Congress signage
- Electronic delegate list (subject to Privacy Act Laws) provided pre and post Congress
  - Delegate list is supplied as a PDF document and contains Delegate Name, Position and Organisation
  - Some delegates may have chosen to opt out of appearing on the delegate list

## Package Highlights

- Sponsor entitlements and branding exposure for your company
- One (1) logo floor tile located in a prime location within the trade exhibition

## Multiple Opportunities

**LASA Affiliate: \$5,500**

**Non Affiliate: \$6,600**

# TRADE EXHIBITION BOOTHS

Showcase your products and services  
in the trade exhibition hall

Join us at LASA National Congress 2021 by purchasing a Trade Exhibition Booth. Booths are available in two sizes 3x3m and 3x2m. Refer to the floor plan on the next page to locate a position that suits your company needs.

	LASA Affiliate	Non Affiliate
3x2m Exhibition Booth	\$3,630	\$4,730
3x3m Exhibition Booth	\$4,180	\$5,280

Please note that all designs for custom stands must be submitted to LASA Events and Adelaide Convention Centre for approval.

## Registration

### EXHIBITION BOOTH

- Two (2) Full Congress registrations including attendance at Congress speaking sessions
- Two (2) Welcome Reception Tickets
- Two (2) Networking Drinks Tickets
- Two (2) Congress Dinner Tickets
  - Additional Exhibitor Registrations may be purchased at the discounted exhibitor rate

## Branding and Marketing

- Your company name and URL on LASA Congress website
- Your company name on exhibitor listing in Congress App and Congress signage
- Company profile page within Congress App, including logo, bio and hyperlink to your company URL
- Electronic delegate list (subject to Privacy Act Laws), one week prior and one week post Congress
  - Delegate list is supplied as a PDF document and contains delegate name, title and organisation.
  - Some delegates may have chosen to opt out of appearing on the delegate list.

## Booth Inclusions

### STANDARD BOOTH

- Shell scheme stand (3m x 3m or 3m x 2m)
- Carpeted floor
- 2 x 150w spotlights
- 1 x fascia with company name
- 1 x 4amp power-point
- 2.4m high white octanorm panel walls

Custom stands include carpeted floor space only. Lighting and power are not supplied.



## Draft Schedule:

### Sunday 14 November

**Bump In:** 2.00pm - 5.00pm

### Sunday 14 November

**Networking Drinks:** 5.00pm - 7.00pm

### Monday 15 November

**Trade Exhibition:** Open 8.00am - 7.00pm

### Monday 15 November

**Networking Function in Trade Exhibition Hall:** 5.00pm - 7.00pm

### Tuesday 16 November

**Trade Exhibition:** Open - 8.00am - 5.00pm

### Tuesday 16 November

**Congress Dinner:** 6.30pm - 11.30pm

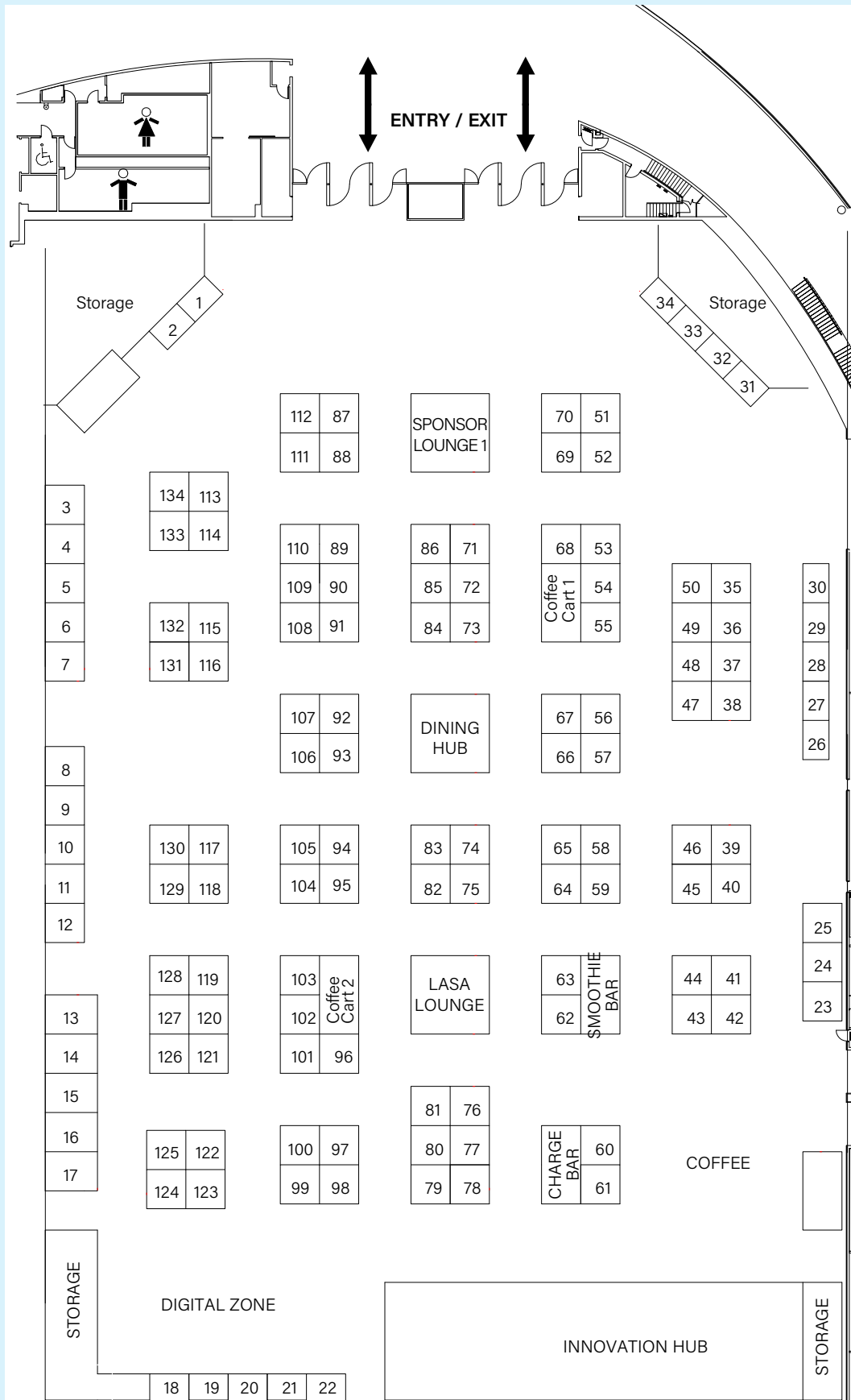
### Wednesday 17 November

**Trade Exhibition:** Open 8.00am - 2.00pm

### Wednesday 17 November

**Bump Out:** 2.00pm - 5.00pm

# FLOOR PLAN





### Terms & Conditions

Sponsors and Exhibitors are responsible for providing all promotional requirements i.e. banners, promotional collateral and any other material within the timelines as outlined by LASA Events.

Sponsors and Exhibitors are responsible for the security of all their equipment and materials whilst at the Congress.

Sponsors and Exhibitors are to ensure their own insurance covers them for all insurable events whilst at the Congress. LASA, the exhibition contractor and venue, will not be held liable for damage or loss of goods or equipment whilst at the Congress.

### Privacy Policy

Leading Age Services Australia Ltd (LASA) is committed to respecting the privacy of its customers and stakeholders and adheres to the Australian Privacy Principles as set out in the Privacy Act 1988 (Cth) and the Privacy Amendment (Private Sector) Act 2000 (Privacy Act). The Australian Privacy Principles govern the way in which we collect, use, disclose, store, secure and dispose of your Personal Information.

A copy of the Australian Privacy Principles is available [here](#). A copy of LASA's Privacy Policy is available [here](#).

Photographs and video footage may be taken during this event for LASA promotional purposes.

### Payment Policy

It is a condition of booking that full payment is received within 5 days of receipt of the tax invoice unless otherwise approved by LASA Events. All accounts are required to be finalised prior to the commencement of the Congress, and if not, the Sponsor or Exhibitor will be denied access to the Congress until payment has been made. Upon booking, a Tax Invoice will be emailed to the person making the booking.

### Cancellation Policy

The following cancellation charges shall be applicable upon receipt of written notice, as follows:

Between booking and 60 days prior to the first day of the Congress 50% of the invoice.

Between 59 days and 29 days prior to the first day of the Congress 75% of the invoice.

30 days prior to the first day of the Congress 100% of the invoice.

All cancellations are required in writing to [events@lasa.asn.au](mailto:events@lasa.asn.au)

### Public and Product Liability Insurance

It is a requirement of the LASA Congress that all exhibitors have adequate Public and Product Liability Insurance cover based on a limit of indemnity to the value of AUD\$10,000,000 or above.

This refers to damage or injury caused to third parties/visitors on or in the vicinity of an exhibition stand.

### Exhibitors and Contractors

All exhibitors and contractors, including those installing custom stands are required to provide the following documents and complete a Contractor Induction as required by the venue no later than fourteen (14) days prior to the Congress:

- Safe Work Method Statement (SWMS)
- Public Liability Certificate
- WorkCover Certificate
- Contractor Induction.

Exhibitors are required to comply with bump in/out and trading policies implemented by the venue and LASA.

NB: Safety Vests and Closed in shoes are mandatory during bump in and bump out.

Exhibition Booths are allocated on a sole entity basis, unless otherwise indicated and agreed to by LASA. Cross promotion is strictly prohibited. Presentations conducted at exhibition stands are strictly forbidden unless prior approval is provided by LASA.

LASA reserves the right to alter/substitute components to the Congress as deemed appropriate including changes to floorplans, venue and program content.



**LASA**  
LEADING AGE SERVICES  
AUSTRALIA  
*The voice of aged care*

**Leading Age Services Australia**

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